I think it is very rude for people to be talking on the cell phone all the time on the plane. It is such a tight space that we are travelling in as it is and there is really no where to go to escape from it if you allow people to talk on the cell phones all of the time. If you want to allow this, perhaps you can designate a section of the plane that would allow people to talk in that section? I personally do not see why people cannot wait until they land. But I know some planes have phones that you pay for to use on the plane. If you are going to do that, you might as well let people use their own phone.